

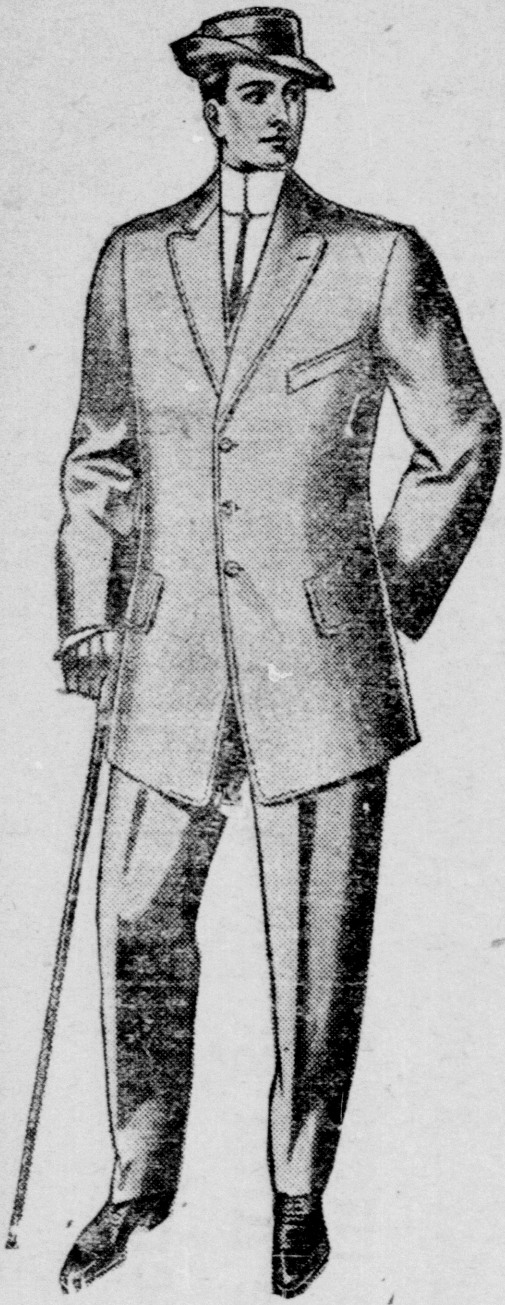
THE EVENING NEWS

DEVOTED TO MAKING ADA A LARGER AND MORE PROGRESSIVE CITY

VOLUME 7

ADA, OKLAHOMA, FRIDAY EVENING, JANUARY 13, 1911

NUMBER 240.



TWICE A YEAR

We must close out our surplus goods to start the new season with new goods. Right now is our time when we start closing out our surplus goods left over. You can buy a suit of clothes or an overcoat at much less than before. Our goods, as you know, are big values at the usual prices, and just that much bigger at the present cut prices.

We want you to come and investigate before you make any purchase.

See our window display of cut prices in Underwear.

John B. Stetson
and Knox Hats
Manhattan Shirts,
Carhartt Overalls

I. Harris

THE HOME OF HART, SCHAFFNER & MARX CLOTHES

SHOES
W. L. Douglas,
Burt & Packard,
Warranted not to break
Hanan & Sons,
Walk-Overs

EASTERN STAR INSTALLS OFFICERS

MANY MEMBERS AND FRIENDS
WITNESS CEREMONIES AND
PROGRAM.

Yesterday evening the Eastern Star lodge installed its officers for the ensuing year. The lodge room was filled with members of the order and visiting friends who came to witness the ceremonies.

At 8:30 Mrs. Bessie Owen took her place at the piano, and marching to the time of her music, the officers-elect came into the lodge room, and executed some difficult marching drills. Judge C. A. Galbraith, Grand Senior Patron, then installed the following officers in due form: Mrs. L. J. Crowder, W. M.; G. T. Lancaster, W. P.; Mrs. T. D. McKown, A. M.; Mrs. C. A. Galbraith, Sec'y.; R. T. Couch, treasurer; Mrs. R. T. Couch, conductress; Mrs. Jno. McKinley, A. C.; Mrs. W. A. Alexander, marshal; Mrs. Era A. Ganong, Ada; Mrs. Jesse Warren, Ruth; Mrs. E. H. McKendree, Esther; Mrs. Jas. Couch, Martha; Mrs. Bessie Owen, Electa; Mrs. J. L. Barringer, Warder; E. H. McKendree, Sentinel.

At the conclusion of the installation ceremonies, a most delightful and entertaining program was rendered. The first number was a piano duet by Miss Fisher and Mrs. Owen. It was well rendered and they were given a hearty encore by the audience. Clemmie Barringer then gave a reading in which the freckled face little girl helped things along while entertaining a collector for missions while her mother was changing her

Condensed Statement of Merchants & Planters State Bank at the Close of Business, Jan. 7, 1911.

RESOURCES.		LIABILITIES.	
Loans and Discounts	\$ 53,551.34	Capital Stock	\$ 30,000.00
Warrants	5,966.36	Surplus	1,000.00
Furniture and Fixtures	3,495.84	Undivided Profits less	
Guaranty Fund	966.18	expenses paid	3,373.10
Overdrafts	470.36	DEPOSITS	172,988.02
Ad'ed on cotton	21,273.04		
Cash & Exch.	121,698.00		
Total	\$207,361.12	Total	\$207,361.12

The Above Statement is Correct.
C. H. RIVES, Pres. H. P. REICH, Cashier

garb to conform to her tale of poverty with which she was in the habit of receiving this missionary. Clemmie did her part well. Willie Faust followed with the reading of one of our old favorites—Lasca. Willie is naturally a good reader and her rendition of this old classic was most excellent. Miss Fisher followed with a piano solo. Leone Steed was next on the program with a reading—The Jiners. She entered into the spirit of the complaining wife who sought a divorce because her husband insisted on joining every order he could hear of, and made a good impression on the crowd. The reading could not have been better rendered. Miss Van Wernher then favored the audience with a vocal solo. Of course we have learned to expect something out of the ordinary when she sings, and were not disappointed last evening, as was shown by the encore she received. The last number on the program was a reading by Mrs. McGurren it was an interpretation of "That Old Sweetheart of Mine," by Riley. Mrs. McGurren was fully up to her usual high standard of excel-

lence and she was given a hearty encore.

Last of all came refreshments, consisting of a fruit salad and coffee. Every one was enjoying the occasion and no one seemed in any hurry to finish his lunch and go home. At all events, it was nearly 11 o'clock when the crowd broke up and headed for home.

GOOD SHOWING BY M. & P. STATE BANK

The statement of the M. & P. State bank shows a total of \$172,988 deposits. This is an increase of \$41,748 since the statement of November 10, although the cotton season is over. It speaks volumes for the popularity of this the youngest bank of Ada. It has grown to this enviable position in the short period of sixteen months.

L. H. Duncan, a prominent business man of Mill Creek, was here this morning on business.

CONSTITUTION FOR ODD FELLOWS Conference Committees Are Now in Session in Oklahoma City.

Oklahoma City, Jan. 12.—Following the consolidation of the Oklahoma and Indian Territorial lodges of Odd Fellows, made last September, the two conference committees from each district are in session in Oklahoma City drafting a grand lodge constitution which will be submitted to a vote of the grand lodge when it meets in Oklahoma City in April.

The Indian Territory delegation is composed of J. B. McDonald of Muskogee, past grand master; C. N. Chauncey, Ada, grand secretary; Judge R. I. Mason, Ardmore, past grand master; B. F. Lafayette, Checotah, past grand master and T. E. Lewcraft, Colbert deputy grand master.

The Oklahoma committee is composed of H. L. Strow, Oklahoma City, past grand secretary. W. H. Woolsey, Oklahoma City, past grand master; G. W. Bruce, Guthrie, past grand secretary; C. L. Lyon, Oklahoma City, past grand master and R. A. Brown, Waukomis.

Thirty thousand Odd Fellows are united under the new order of consolidation after a number of years of separate grand lodges. The matter of jurisdiction was left to a referendum vote last September and carried. It also affects the auxiliary Order of Rebekahs. Oklahoma City

has been permanently selected as the Grand Lodge meeting place. It is believed the constitution will be finished by Thursday night.

DEALCOHOLIZED BEER.

English Chemist Discovers Method for
Taking Intoxicating Properties
Out of Brewed Drinks.

New York, Jan. 12.—Dealecoholized beer is the latest product of inventive genius. An English chemist is responsible for this latest discovery. His method is said to be completely successful. It prevents beer and stout from being intoxicating, while leaving the flavor, sparkle and palatability unimpaired. According to advices received here fifty-two English and American experts tasted the dealcoholized beverages and more than half of them were unable to distinguish between them and those containing alcohol. Others detected a subtle difference, which would not be apparent to the average taster.

The process is applicable to all beers and it will henceforth be possible for teetotalers to drink beer and ale without breaking the pledge.

The discovery has another side. Every hogshead of beer dealcoholized will yield about three gallons of proof spirits. This forms an excellent mild whiskey, which can be sold for various commercial uses.

ALIENABLE LANDS ARE HELD TO BE TAXABLE

United States Court Renders Important Decision.

Muskogee, Ok., Jan. 12.—That all land in the Five Civilized Tribes that is alienable is taxable is the decision of Judge Ralph E. Campbell, judge of the United States court for the Eastern District of Oklahoma, who today decided the Seminole tax cases. These are cases wherein the government, in behalf of the Indians, brought action against the various county treasurers to restrain them from taxing Indian lands.

Much importance attaches to this and preceding cases decided for the Creek, Choctaw and Chickasaw nations from the fact that the court, while passing upon the question of the ability of the state to tax Indian lands, has in fact passed upon the

I Sell Ostermoor
Mattresses, backed by a
reputation of 57 years
SMITH'S 203-5 W MAIN ST.

question of alienation of the different classes of land in each case.

The decision in the two Creek cases the two Choctaw and Chickasaw cases and the Seminole cases have in every instance been based upon whether or not the land was alienable. The court has held in each instance that where land is, by the various acts of congress, alienable then the state has the right to tax it.

So that wherever the decisions hold land is taxable it is also, by inference, held that such land is alienable.

In this manner the importance of the decisions takes a much wider scope than merely the right of the state to levy taxes on the land, because it applies to the right to sell as well as the right to tax.

W. B. Barry and wife returned last evening from Water Valley, Miss., where they have been on an extended visit. Mr. Barry says that country cannot hold a candle to Oklahoma, a fact which he impressed on the citizens of that section so vigorously that a number of them will soon be out here to see for themselves the wonders of Oklahoma.

Duke Stone returned last night from a business trip out of town.

A Broad-Guage Advertisement



In order to induce trade we have decided to present to our customers the most handsome present ever offered or given away in Ada.

On Saturday, April 1, 1911

We will present to the person holding the largest number of our sales tickets:

- A handsome tailored spring suit..... \$35.00
- A beautiful spring hat..... 25.00
- A fine pair of oxfords or sandals..... 5.00
- A fine pair of silk hose..... 2.50

The person entitled to the items mentioned above will surely get them on the date mentioned regardless of the amount sold on the strength of this advertisement.



SAVE YOUR SALES TICKETS

No one, even our warmest friends will receive sales tickets from us except on a bonafide purchase. Consequently you may rest assured that you will get a square deal. Spring purchases are not as heavy as those in the fall, so it's the little things that count in this contest and not the amount of money you spend.

We certainly appreciate your patronage, and stand by our advertisements, also the merchandise we sell in all instances, and on this basis we solicit a share of your patronage. Our ready-to-wear line for ladies' and children, spring foot-wear, laces, embroidery, muslin underwear, millinery etc., will be second to none in Pontotoc County.

Respectfully,

The Ladies Specialty Store

ADA, OKLAHOMA

South Broadway

South Broadway



IT'S THE
SAME WITH
DRUGS

The Woman Who
Begins to Cook has
all kinds of trouble at
first. No matter how
carefully she follows
the recipe, her biscuits
are flat until she learns
the knack of mixing
them just so.

A Prescription is Just as
Easy for a Druggist to Fill
as it is for a housewife
to measure out flour
and sugar for a recipe,

but it is necessary that a prescription be filled just so in order to get proper results. Ask any doctor if this isn't the truth, then get your prescriptions filled here we know how to do it "just so" and you will get the results intended.

GWIN & MAYS CO.

The Busy Drug Store

NEWS IN BRIEF

Health Sells Furniture.

W. Amburg returned to Stonewall this morning.

A. W. Cope was up from Fitzhugh this morning.

Mrs. Edna Brashears returned to Roff this morning.

Dr. Chadwick was a passenger to Troy this morning.

Mrs. O. W. Morgan was a passenger to Roff this morning.

G. C. Hodges made a business trip to Roff this morning.

W. W. Sledge was a passenger to Francis this morning.

Miss Bernice Gatlin of Frisco, was in town a few hours today.

H. D. Richardson and Wm. Felter were up from Roff this morning.

Harrison White of Sulphur, was here today attending the land sale.

Mrs. M. L. Sowers went to Henryetta this morning for a short visit.

J. E. Smith came in from Roff this morning to see after business matters here.

J. F. McKeel left this morning for Muskogee to look after business affairs.

J. W. Loving of Kingston passed through this morning en route to Ahloso.

M. V. Bishop, one of our Tyrola subscribers, was at Ada visitor this morning.

C. J. Moore, who has been here during the land sale, returned to Roff this morning.

J. F. McKeel returned last night from Shawnee where he spent a day or two taking depositions in a case.

Mack Fleming, one of the leading merchants of Maxwell, who was here on business yesterday, returned home this morning.

R. O. Lawrence and wife left on the midnight Hustler for Helena, Ark., where they were called by the serious illness of Mrs. Lawrence's father.

W. O. Neely is evidently going into the business of raising fine chickens. This morning we noticed at the depot a fine buff Orpington rooster that he had had expressed to him.

Beginning Monday, Jan. 16, we will sell for one week only quart cans Maple Syrup at 30c half gallon cans Maple Syrup at 55c. Price them elsewhere, then come to our store and buy. Huber's Sanitary Grocery. 240-2t

Capt. and Mrs. W. H. Fisher left this morning for Tishomingo, where they will attend a reunion of the Fisher family. There are four brothers and two sisters altogether, and they have not all been together in nearly forty years.

L. R. Clark of the Francis Wigwam, accompanied by his father, I. B. Clark of Kinsley, Kansas paid us an appreciated call this afternoon.

Mr. Clark, senior, is one of the very earliest settlers of his part of Kansas, having had the nerve to fight it out against all the difficulties that the pioneers had to face.

Our motto: "You must be satisfied with your work. Stall, The Photographer. 233-6td

Good carpenter wants steady job. Apply Commercial hotel. 240-6td

Prof. J. H. Kohler of Sherman, Tex., tuner for North Texas Female College and salesman for high grade pianos, will be in our city for a few days, and attend to calls left at hotel Harris. 241-1td

The swellest line of Photos in the state at Stall's Studio. 23316td

Frisco Improving Yards. The paving crew has been at work on the north side of the Frisco tracks and the road has a crew of men busy fixing up the crossings to conform to the paving and sidewalks. Now when it builds a new depot such as the importance of the town as a shipping point demands, it will give people a much better opinion of both the road and the town when passing through.

COLD SPELL. Is surely coming. If your coal supply is low order now. We have on hand a large stock of McAlester lump and nut coal from the famous Alderson mine. It makes no cinder and burns up to a fine red ash.

ADA ICE AND FUEL CO. 241-1td Phone 29.

MANY ARE HEARING BRO. CASSIDY PREACH

On last evening, Rev. Mike Cassidy preached with great power. Many came forward for prayer and three gave their hearts to God.

Services tonight at 7 p. m. Subject tonight: "Who Are Sons of God?"

Remember we have the best Motion Pictures shown in your city

PICTURES: "The Call of the West"—A great Western drama.

"Hearts of Gold." A beautiful drama full of love and forgiveness.

ILLUSTRATED SONG: "SOME OF THESE DAYS"

ADMISSION Children, 10c. Adults, 15c.

Print a want ad that will introduce your house to house hunters.

Ladies—Don't forget that we sell the celebrated Velvetina Toilet Preparations. Ramsey Drug Co. 234-dtf

M. A. Selle and Mat Shipman of Allen, came in yesterday afternoon with four bales of cotton which they sold for 14 1-2c. These men are two old time readers of the News, and Mr. Selle told us that it is something he cannot get along very well without.

One of the things that you can buy to an Advantage today may be the things you have to buy—so read the ads. 231-dtf

Mr. and Mrs. W. B. Barry have returned from a month's visit with relatives in Water Valley and Granada, Miss., and Memphis, Tenn.

FOR RENT—East room; furnace heat Mrs. B. A. Mason, 16th street. 239-3td

Reduced!

25 PER CENT

Decks Must Be CLEARED

Prices Have Gone Way Down

Every man and young men who appreciate fine Clothes will be interested in this January Sale of

SCHLOSS and STEIN BLOCK CLOTHES

Come while the lines are full and your size is here

Here Are Some of Them

- \$15.00 Suits and Overcoats at **\$11.25**
- \$18.00 Suits and Overcoats at **\$13.50**
- \$20.00 Suits and Overcoats at **\$15.00**
- \$22.50 Suits and Overcoats at **\$16.90**
- \$25.00 Suits and Overcoats at **\$18.75**
- \$27.50 Suits and Overcoats at **\$20.65**

Honestly, where can you invest money that will bring you so great results? ? ? ? ?

Drummonds THE MANS' STORE

FALLS FROM WAGON LEG IS BROKEN

Leslie Baird, a farmer living five and one-half miles north of town fell from his wagon yesterday afternoon about dark while driving over a rough place in the road on his way home. As a result of the fall his left leg was broken just above the ankle which was dislocated. A physician was summoned, broken bone set and the ankle placed back in the correct position. Though the wounds are severe the patient is getting along well under the circumstances today.

WOULD OPEN ROLLS. Web Ballinger Would Give Freedmen Citizens' Allotments.

Washington, Jan. 12.—Attorney Webster Ballinger of Washington is preparing a bill to re-open the tribal rolls of the Choctaw and Chickasaw nations for the admission of 6,000 freedmen as citizens by blood.

The freedmen now are entitled to allotments of 40 acres each, but if Ballinger's bill receives favorable action they would each receive 320 acres.

The matter of the re-opening of the rolls for the transfer of negroes to the Indian rolls has come up at every session of congress for the last three or four years, and has been bitterly opposed by the Choctaws and Chickasaws. President Taft and Secretary Ballinger have declared themselves as opposed to a general re-opening of the tribal rolls but Attorney Ballinger still persists that he will yet succeed with his pet project.

No Reduced Rates to Aviation Meet.

For some days it has been rumored that the Katy would put on a round trip to \$1.50 for the aviation meet at Oklahoma City. This morning, however, we were informed by Mr. Twiss, the station agent, that no reduction had been authorized.

STATE SECRETARY OF Y. M. C. A. VISITS NORMAL

P. L. Corbin, state secretary of the Y. M. C. A., paid the Normal a visit today and made a helpful talk to the students at the chapel hour during which time he reviewed the work of the Y. M. C. A. in the endeavor to better the condition of humanity in every phase of life from the mining and railroad camps to schools and colleges.

In the course of his remarks on the great field of opportunity open to the Christian worker, he emphasized that co-operation is the key to success in this as well as in other fields. The eye must see, the ear must hear, the hands must work for the whole body and the whole body for each part. In the Y. M. C. A. work there are honors as great as were ever won on the field of battle, and, moreover, these honors are in reach of all.

In short the secretary made a talk full of good thought and one very stimulating to those who have taken upon themselves the task of helping bear their brother's burden.

The matter of perfecting the organization within the normal was taken up and is meeting with a hearty response from the young men of the school.

HAL MERTON, THE MAGICIAN, ARRIVES

Hal Merton, the famous magician and ventriloquist entertainer, reached Ada on the noon Frisco and this evening at the city hall will give one of the great exhibitions of his art that will be highly entertaining to everyone, young and old alike. Of course every person knows that it is all trickery, but still the mystery of it all holds a fascination for all spectators. From beginning to end they are wondering how he performs such wonderful feats that deceive the eye of the closest observer, but so clever is he that they are as much in the dark at the conclusion of the entertainment as at the beginning.

This evening a special rate of 25c is made for adults, and 10c for pupils in the schools. A crowded house is expected and all who expect to secure seats had better be on hand at 7:30 or at 8 o'clock at the latest.

Muskogee After Artesian Water.

Muskogee, Okla., Jan. 12.—An artesian well flowing thousands of gallons per day has been brought in on Brushy mountain, eight miles from Muskogee, and an analysis of the water shows it to be identical with the celebrated radium water at Claremore, Okla. Plans are now making to cap the well and lay a pipe to Muskogee. There is sufficient pressure in the artesian well to make a gravity flow line to this city where it is proposed to build a big sanitarium and exploit the water. For many years the Indians have told of the wonderful medicinal properties of the springs on Brushy mountain but no attempt was made to commercialize the water until the artesian well was discovered.

B. C. King returned last evening from Ielington, Ala., where he was called by the illness of his brother. Mr. King arrived about half an hour after his brother died.

A. J. Hardin of Franks, is here today attending the land sale.

FOR RENT—Three room house, East 10th street near Katy depot.

If you contemplate buying a piano it will pay you to talk with Prof. Kohler while he is in town and get his prices and terms. At hotel Harris. 241-1td

The Cox-Lee Sale.

The attention of our readers is called to the two page ad of Cox-Lee M. Real Estate Co., that appears in this issue. This is a sale that is attracting attention of the public and one that is saving the people money.

We are pleased to learn that Mrs. D. A. Herring, who has been quite ill, is slightly improved this afternoon. Her condition is still serious, but hope she will speedily recover.

Dr. J. R. Runyan will leave tonight or tomorrow for Lakeland, Fla., where he will remain about two months.

Schools in Good Shape.

Supt. T. F. Pierce returned last night from a trip to the eastern part of the county where he went on a tour of inspection. He visited ten schools and reports them all in good condition.

P. A. NORRIS, President

H. T. DOUGLAS, Vice-President

WE THANK YOU

For any favors you have shown us, and for the opportunity to have been of service to you. Wishing you many HAPPY RETURNS.

First National Bank OF ADA.

Individual Responsibility of Stockholders

OVER \$2,000,000.00

M. D. TIMBERLAKE Cashier

E. S. HARAWAY Ass't. Cashier

LAND SALE STILL IN PROGRESS

LIVELY BIDDING ON EXTRA GOOD TRACTS—FARMERS THE PURCHASERS.

The land sale is progressing rapidly today. Something over 600 tracts have already been put up, and all that is worth having has been snapped up by the large crowd that has been on hand all day.

Yesterday a total of 105 tracts out of 200 were sold. The value of this land is something in the neighborhood of \$45,000, and \$22,200 was paid down on it. Although only a quarter down is required, many purchasers are paying half down and others are paying in full. The highest price paid today was \$30 for a tract south of town. Over half of the total number of tracts advertised have been offered, and it is probable that the sale will be completed by tomorrow evening.

As stated yesterday most of the land is being bought in by farmers of Pontotoc county. It will add largely to the taxable values of the real estate of the county and provide homes for many who have none now. The sale could not have come at a more opportune time for this county, coming as it does at the close of a fine cotton year.

Mrs. Claud Wilmoth Dead.

Mrs. Leona Wilmoth, wife of Claud Wilmoth, died at 5 o'clock this morning at the family home in Dan Hays addition. The funeral and interment will take place tomorrow, Rev. Marshall Dupree conducting the last sad rites.

Mrs. Wilmoth, who was the daughter of W. T. Tarkenton and wife, was a young woman who seemed to have a long and useful life before her, but at her prime death claimed her as its own. She is survived by a loving husband and one child.

We tender our heartfelt sympathy to the bereaved ones.

All honor to Ada. It holds the record of being the first town in Oklahoma to discard useless territory by excluding it from the city limits. It was a little useless though, for at the rate Ada is preparing to grow, what with her new railroad and her gas propositions, it will soon be forced to take that territory in again.—Oklahoman.

AMERICA'S CROPS.

Output of Our Farms Surpasses the Records of All Ages.

The latest statistics received from the Department of Agriculture tell of the production of wheat, both winter and spring, oats, rye, and barley, these being the chief grain crops of the United States. They show that in the aggregate, including corn, American farmers grew and harvested, in the year 1910, a little more than 5,000,000,000 bushels of grain, more than half of which was Indian corn. There is nothing like this in the history of the world, so far as history records agricultural production. Such a crop explains, at least in part, the restored confidence of American business men and bankers, with respect to industry, commerce and finance in the coming year.—Munsey's Magazine.

Fourteen Trains Per Day.

Ada is now extremely well situated in regards to train service. The Frisco runs three passenger trains each way, or six in all. Double service on the Katy makes the number ten. The mixed train each way on the O. C. makes twelve. The passenger from Chickasha and back is the same as two more. Fourteen trains per day. That's not bad at all.

Inspects Defunct Bank's Record.

Oklahoma City, Ok., Jan. 12.—Charles Taylor, state examiner and inspector, has begun an investigation of the affairs of the defunct Columbia Bank and Trust company of Oklahoma City, which failed about a year and a half ago. He will inspect all the securities and records of the bank now in the hands of the state Banking Board and the manner of its liquidation.

When Inspector Taylor started to inspect the securities of the bank held by the Bank Commissioner and Banking Board about a year ago, both refused to allow such examination on the grounds that the inspector was exceeding his powers. The matter was recently decided by the supreme court in favor of the state examiner. Inspector Taylor will be assisted in the examination by Deputy Inspector Alexander, Valentine and Gerner.

Had you thought about this being Friday, the 13th?

Weather Forecast.

The weather bureau gives it out that Oklahoma may expect another cold wave tonight with clear, cold weather tomorrow.

Blank deeds, mortgages, notes, rental and lease contracts, oil and mineral leases, and other legal forms on sale at the News office. d&w-tf

F. R. George O. F. Dill The Up-To-Date Studio

PHOTOS MADE DAY OR NIGHT

Before getting your Photo made let us show you something new. Our motto "Only Once a Stranger. Up-stairs. Dr. Holly Bldg.

Revival at Konawa.

Konawa, Okla., Jan. 12.—The revival meeting which has been in progress since New Years in the Methodist church, conducted by Evangelist Irvin B. Manly of Texarkana, Tex., and the pastor Rev. W. L. Blackburn, continues to grow in interest and is doing much good. Many are professing religion and the old time rejoicing and shouting is heard, while some eighteen or twenty have united or given their name for church membership. The meeting will continue for several days as there has been no time announced to close. The afternoon services are held in the city hall.

TO-NIGHT

At The DESOTA THEATRE

Vandeville THE THREE DELOYS Two Big Acts

EDDIE—DELOYS—TOLLA In a big Comedy Sketch IS HE IN

A big laughing act chuck full of good clean comedy and singing.

MISS MYRTLE DELOYS The famous Baritone Singer in her own original selections and the latest song hits. A complete change of vaudeville acts and motion pictures tonight.

MOTION PICTURES.

The Swiss Guide—A strong dramatic production by the Edison Co. Brother Man—A big Vitagraph production full of deep heart interest. The Actor's Friend—An exceedingly good comedy production by the Vitagraph Co. Illustrated Song—The Cook Book of Love.

ADMISSION

Children 10c. Adults 15c.

TONIGHT The Place Where Everybody Goes

PASTIME

VAUDEVILLE THEATRE

Harry Levis & Lloyd

In their greatest comedy act

"The Jew Sailor and The Maid"

A great laughing act full of good clean comedy. A laugh from start to finish. The greatest comical act ever seen in your city. All the latest jokes and song hits. Don't fail to see this clever couple in their great Buck and Wing dance, best ever seen. If you want to see a good clean comedy act come to the pastime tonight.

Remember we have the best Motion Pictures shown in your city

PICTURES: "The Call of the West"—A great Western drama.

"Hearts of Gold." A beautiful drama full of love and forgiveness.

ILLUSTRATED SONG: "SOME OF THESE DAYS"

ADMISSION Children, 10c. Adults, 15c.

SHOES

At Right
Prices

CHAPMAN THE SHOE MAN
E. MAIN ADA, OKLA.

A Genuine Pile Cure vs. Injurious Dope

E-RU-SA is the ONLY NON-NARCOTIC, NON-POISONOUS, and lawful pile cure. All scientific and medical authorities declare EVERY ingredient in E-RU-SA PILE REMEDY suitable for piles; same authorities condemn the INJURIOUS narcotic and other poisonous pile medicines, and Supreme Courts uphold these authorities. E-RU-SA CURES PILES OR \$50 PAID. ALL MODERN druggists of highest standing in Ada, Okla., sell E-RU-SA, viz: RAMSEY DRUG CO., GWIN MAYS CO., MAD-OX DRUG CO., ADA DRUG CO. and CRESCENT DRUG STORE.

Oklahoma Central RAILWAY

ASA E. RAMSAY, Receiver

Time Table in Effect Dec. 8th, 1910

WESTWARD				EASTWARD			
P M	A M				P M	P M	
	7 00	Lv			5 00		
	7 35		LEHIGH	Ar	4 30		
	8 05		Booneville		4 05		
	8 40		Nixon		3 40		
	9 00		Tupelo		3 27		
	9 20		Stonewall		3 14		
3 30	10 05	Ar	Truax	Lv	2 55	2 55	
	10 40	Lv	AD	Ar	2 10	2 34	
3 50	11 15		Center		1 40	2 20	
4 02	11 35		Vanoss		1 25	2 00	
4 20	12 10	Ar	STRATFORD	Lv	12 55	2 00	
4 40	12 40	Lv		Ar	12 00	1 40	
4 57	1 40		Bya		11 15	1 12	
5 07	2 05		Rosedale		10 50	12 55	
5 23	2 18		Vincennes	Lv	10 30	12 35	
5 40	2 40	Ar	PURCELL	Ar	9 55	12 35	
5 53	3 00	Lv			9 30	12 14	
6 03	3 15		Gibbons Spur		9 17	12 00	
6 34	3 35		Washington		8 45	11 35	
6 52	4 25		Blanchard		8 10	11 20	
7 10	4 55		Middleburg		7 40	11 05	
7 22	5 25		Tabler		7 15	10 55	
7 30	5 45	Ar	Cornville	Lv	7 00	10 45	
P M	P M		CHICKASHA		A M	A M	

B. M. HAILE, Traffic Manager.

PURCELL, OKLAHOMA

Hot and Cold Stuff

Manufacturers of Ice
Wholesale and Retail Dealers in Coal
Long Distance Phone 29

Ada Ice and Fuel Co.

Our stock of coal has commenced to arrive. We handle only the BEST grades. Hot stuff especially prepared for us. Lump Coal, McAlister Lump and Nut, we carry a complete stock. We have our own delivery equipment. This insures prompt service and you get coal when you need it. All lump coal is forked to the wagon which insures you clean coal. We buy in large quantities and sell at the very lowest price. Call us up and let us figure on your winter's supply

Insurance That Insures

We represent only
old line companies

Weaver Agency

LEGISLATIVE PROCEEDINGS

LAW FOR CREATION OF NEW COUNTIES UNDER FIRE. OPINIONS DIFFER.

Oklahoma City, Ok., Jan. 12.—A divergence of views between the house and senate on the advisability of repealing all existing statutory law which authorizes the creation of new counties out of existing counties and the changing of county lines arose today when the Smith bill, providing for such repeal, was advanced to third reading in the senate committee of the whole, while the house indefinitely postponed the house bill on the same subject with a reservation that the bill is to remain on the calendar subject to possible action in the future.

Representatives and senators from small counties which desire to cut slices off the larger counties and those from towns with county seat aspirations opposed the bill in both houses, while members representing large counties favored the repeal of the law which now makes county cutting possible. In the senate the big counties had a large majority, while in the house it seems that the bill is probably doomed to defeat.

Those who favored the bills declared that the present law is a dismal failure; that it gives townsites boomers a chance to promote county divisions; that it makes possible the creation of a new county out of sections of an old county against the will of the people, who are thus transferred, and that the operation of the law has led to constant confusion, expense and injustice to existing counties.

Those who opposed the bills in both houses declared that the constitution authorizes such divisions and that to wipe out the law vitalizing the constitution in this regard would deprive the people of a constitutional right and deny them the right of local self-government. Some counties are so small at present that they must be enlarged, they contended, while others are too large and could well surrender part of their territory.

Prospects for the passage of the Muskogee Fair bill through the senate are very slight, as the senate committee on agriculture, which has the house bill providing for the Muskogee Fair under consideration, voted today to retain the bill in the committee indefinitely and if the senate calls for a report to report the bill without recommendations.

The house killed by indefinite postponement bills requiring certain improvements to be made on interurban trains and raising the salary of the county superintendents, and passed finally the Aiken bill reappropriating \$77,289.25 for the house building fund for the completion of the administration building of the state university at Norman.

The Coughlin-Crawford bill which was passed by the house last week met with considerable opposition in the senate today, and after a maze of amendments had been offered it was reoffered to a special committee with instructions to report out a basis for paying Deputy Sheriffs for their services. Before this was done, however, an amendment was adopted by common consent cutting out the portion of the bill which changes the compensation of sheriffs and provides that they shall turn all fees into the treasury, and be allowed traveling expenses for duties performed in the state.

An amendment by Mr. Eggerman of Shawnee was also adopted making the provision, giving county commissioners authority in their discretion to allow sheriffs all assistants, deputies and guards necessary, at salaries not exceeding \$100 per month in counties of 40,000 population and more apply only to counties of 50,000 population and over.

Senator Vandeventer introduced a resolution which was adopted, calling upon W. H. L. Campbell, clerk of the supreme court, for a report of all fees collected by his office since statehood, the expenses of the office, the schedule of fees charged litigants and the net emoluments received by him from the office in that period.

The house passed a bill appropriating \$80,000 for salaries and expenses of the legislature and the senate passed a concurrent resolution authorizing the payment of \$21,477.60 from the treasury for the salary and expenses of the regular session up to date.

The senate in committee of the whole passed a bill by Mr. Goulding making Oct. 12 of each year a legal holiday, known as "Columbus day."

The committee on banking reported favorably the Roddie banking bill, which provides for amendments to the banking laws along similar lines

as those recommended in the governor's message, with one amendment affecting the salary of bank commissioner. The same committee reported favorably the bill fixing a minimum limit upon the amount of capital stock that a trust or savings company must have to secure a charter, the minimum being gauged according to the population of the city or town.

The senate committee on agriculture reported favorably the Goulding bill authorizing the county commissioners of Garfield county to levy a tax of one-tenth of 1 mill for the aid of agricultural and live stock exhibitions.

Senator Thomas introduced a joint resolution in the senate proposing an amendment to the constitution providing that all taxes for common school purposes levied against railroad, pipe line and telegraph companies and other public-service corporations operating in more than one county shall be paid into the state treasury and distributed on a school per capita basis as other common school funds are distributed.

A bill by Senator McMechan proposes to exempt from taxation all notes and other evidences of indebtedness which are secured by mortgages or liens on real or personal property.

Among other bills introduced were: In the House: By Mr. Glover, providing for the consolidation of school districts by a majority vote of the districts affected; by Mr. Barrett, making gambling a misdemeanor, punishable by a fine of \$100 to \$1,000 and thirty to sixty days in jail; by Mr. Barrett, making wife-desertion a misdemeanor, punishable by three months to one year in jail and a fine of \$100 to \$500, and making it a misdemeanor to refuse to provide for a wife or family; by Mr. Nesbitt, providing for the introduction of pheasants and Hungarian quail into each county of the state and prohibiting their killing for a period of ten years and appropriating \$2,500; by Mr. Broom, prohibiting the killing of deer for three years and making the open season begin Dec. 1 instead of Nov. 1.

In the Senate: By Mr. Williams, defining and regulating the practice of optometry; by Mr. Briggs, providing for the terms of the district courts throughout the state; by Mr. Franklin, amending the civil code of procedure.

We will give away the items mentioned on first page of this paper to the person holding the largest number of our sales tickets regardless of the amount spent. You may secure them on purchases amounting to only \$5.00 if you hold the largest number of our sales tickets. The Ladies' Specialty Store. 236-dtf

In Permanent Quarters.

The Pontotoc County Abstract Co. is now permanently located in the extreme rear of the First National bank building. Call and see us. 233-d&wtf C. T. ANGEL, Sec'y.

HOME ABSTRACT AND REAL ESTATE COMPANY.

General Abstract, Loan and Real Estate business. Fire and Tornado Insurance. Southern Surety Company of Oklahoma. Office in rear of First National bank.



Have you ever considered the advisability of installing electricity in your home? It is more convenient, safer and as cheap as any method of lighting that you can find. No dirt, no danger of being asphyxiated. Eliminate the danger of striking matches. It is false economy not to use electricity. Let us call and talk it over with you.

Ada Electric & Gas Company

Phone No. 78. South Broadway

PONTOTOC COUNTY ABSTRACT COMPANY (Inc.)

Make Abstracts of Title to all lands and all town lots in Pontotoc County. Service prompt and satisfactory. Reference any bank in Pontotoc county. Call and see us, or phone 133. C. T. ANGEL, Sec'y-Treas.



Shoes at Closing Prices

We have some odds and ends in the Douglass and in Burt & Packard's shoes left over. They are \$3.50 and \$4.00 goods. Right now they go at much less in price. Come in and see them.

I. Harris

Notice of Sheriff's Sale.

Notice is hereby given that in pursuance of a writ of execution issued out of the justice court in and for Pontotoc County, Oklahoma, on the 17th day of December, 1910, in an action wherein Ada Furniture and Coffin Co. was plaintiff and W. O. Bennett was defendant commanding me to levy upon property belonging to said defendant W. O. Bennett sufficient to satisfy judgment rendered in said action in favor of Ada Furniture & Coffin Co. and against W. O. Bennett for the sum of \$18.00 with \$7.60 cost, with interest thereon from the 19th day of February, 1910; I have levied upon certain household goods belonging to the said W. O. Bennett not exempt from sale under execution to-wit: 1 bedstead, 1 pair springs, and one sewing machine and \$6.00 in cash, aggregating, with interest, the sum of \$27.32 with sheriff's accruing costs.

Now, therefore, notice is hereby given that in pursuance of the commands of said writ, I will offer for sale and sell for cash to the highest bidder said property, or so much thereof as will satisfy said judgment and cost, on the 21st day of January, 1911, at 2 o'clock P. M. of said day at the front of the Court House in the City of Ada, Oklahoma. Said sale, however, to be approved by said Court.

Witness my hand this the 11th day of January, 1911.

L. E. MITCHELL,
Sheriff of Pontotoc County, Oklahoma
By A. L. Miles, Under Sheriff.

Built First House in Ada.

In the government land sale party here today is Geo. B. Rennie of Pauls Valley, who was one of the pioneers of Ada. He informed us that he built the first house erected on this side of the Frisco, one of the buildings near the Dorland hotel, in which he conducted a restaurant. Of course he could observe just a few changes made in the place since that time.

The placing of the asphalt on Broadway was resumed yesterday and good headway has been made these two days. If the weather permits and there is no break at the mill, the work will doubtless be pushed to a completion.

Fine Art Pictures Pianos Sheet Music L. T. WALTERS Wall Paper

The advance in price asked you for
White Swan Coffee
is justified because all
High Grade Green Coffees
have advanced. The quality or weight could be reduced and price not changed but we think it to your interest that
Net Weight and High Quality Remain.

Waples Platter Grocer Co., Ada, Okla.
DISTRIBUTORS

WANTS

Advertising under this head will be charged at following rates:

One insertion, per word.....1c
Addition insertion, per word....1-2c

FOR RENT—Two furnished rooms for light house keeping. 419 West 13th street. Mrs. Mary Underwood. 219-tf

Span Mules.

A good span of mules at a bargain. Also a couple of tons of good loose sorghum hay for sale.

CARLTON WEAVER.

FOR RENT—Four room house on W. 15th. Phone 316. 238-3td

FOR RENT—One furnished room. Mrs. K. G. Lambeth, corner 10th and Rennie. 238-3td

FOR SALE—200 acres good land one mile to good town, rented for this year crop rent, 175 acres in cultivation. Price \$4,000.

340 acres close to inland town, four sets buildings, eight miles from railroad town. Price \$8,000. \$3,000 cash will handle it, balance long time. 240 acres in cultivation, 50 acres grass land, 50 acres timber. Not rented yet. Ready for immediate delivery. F. F. Brydia, Ada, Ok. 236-tfd

BOARD AND ROOMS—Two large, newly furnished and papered rooms on 10th street, Sunrise. Will accommodate four. Private entrance. If taken at once will make special rate for winter. Mrs. Bell, Box 1102, City. 237-5td

THE PRESCRIPTIONIST

The man who does the weighing, the measuring—the man who knows how and why—the man on whom everything depends. Our responsibility is never lost sight of for a moment in prescription filling.

Every prescription leaving our store is perfect from any standpoint that you may take it.

You may feel safe and sure if we fill your prescriptions.

Mad-ox Drug Co

The Quality Store

JIM BULLARD Drayage and Transfer

All orders taken care of promptly and carefully. Prices reasonable. I haul the largest loads and have equipment for heavy work.

Piano Moving A Specialty
Phone 125

Nice Tender Meats.

If you want something good to eat, try our COLD STORAGE MEATS. Prompt attention to phone orders. Delivery made to any part of the city.

12TH STREET MEAT MARKET.
W. B. GAY, Prop.

The Ada News.

By the
News Publishing and Printing Co.
OFFICE: Weaver-Masonic Block,
Corner 12th and Broadway Streets
Evening Edition, except Sunday
Weekly Publication, Thursday

OTIS B. WEAVER - President
MOLLIE JERNIGAN - Sec.-Treas.
BYRON NORRELL - Editor
A. B. YEAGER, Business Manager

A Designated State Printery.
Official Paper Pontotoc County and
the City of Ada.
It is legal when in the News.

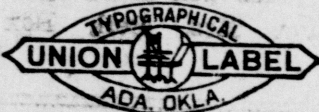
Terms of Subscription:
ADA EVENING NEWS
For the Year.....\$4.00
One Month.....40c
One Week.....10c
ADA WEEKLY NEWS
For the Year.....\$1.00
Six Months.....50c
Three Months.....25c

Entered at the Post Office at Ada
as Second Class Matter.

Phone, Business Office, No. 4.
Editorial Office, No.

Any erroneous reflection on the
character, standing or reputation of
any person, firm or corporation which
may appear in the columns of The
News will be gladly corrected upon
its being brought to the attention of
the management.

Obituaries and Resolutions of Res-
pect of less than 100 words will be
published free. For all matter in
excess of 100 words a charge of one
cent per word will be made. Count
your words and remit with manu-
script.



Swanson county seems to have won
out in its fight for existence. How-
ever, the News sincerely hopes that
the legislature will pass a mea-
sure making the creation of new coun-
ties more difficult. Too easy to kick
up a row as matters now stand.

The Hobart Republican advocates
some decided reforms for that city.
First and foremost it says the city
must have more water. Further on it
says that the city should take its
place among the progressive towns
of the state by adopting the com-
mission government.

When the railroads of the state
want a little diversion they appeal
a decision of the corporation to the
supreme court and usually get a piece
of the commission's scalp.

The News claims special credit just
now, because it is about the only pa-
per in the state that has not offered
Gov. Cruce a column or two of in-
structions on how to run his office.

Talking about not missing the wa-
ter until the well goes dry, the land
sale is a case in point. Until a few
years ago land was about the most
plentiful thing in the nation, every
man who wanted a home could get it
if he was willing to undergo a few
years of hardship. Some availed
themselves of the opportunity and
are independent today. Many did not
and today all sections are clamoring
for land at figures that a few years
ago would have been considered fabu-
lous. The last cheap land is now
found in Oklahoma and from every
part of the country men have come
to get a chance to buy land for
homes. Some of these men see now
where they missed their opportunities
and at the eleventh hour are trying
to retrieve their loss. Of course in
the case of others this is the first
opportunity they have ever had. It
is gratifying to see these home-
seekers who are thus anxious to se-
cure places of their own and who
realize how much it means to be the
owner of their places. We only wish
there was a sufficient amount of land
to feed all the land hungry home-
seekers.

When it comes to nerve an ordi-
nary editor can give more instances
of it than any man you can run
across. Here are just a few. Not
long ago one of our subscribers said
that two of his neighbors who did
not take the News, ran races to grab
his copy when it was thrown over in
his yard. Becoming tired of this he
said he would just drop by the
office and get his paper. The next

evening his neighbors searched his
yard until nine o'clock. A "business"
man of Ada has some personal griev-
ances against a stockholder or two
of the News. He thinks the ten cents
per week which he would pay for the
paper will finally drive us into bank-
ruptcy, so he goes into a neighbor-
ing store and borrows the paper as
soon as it has been delivered. An-
other came around some weeks ago to
complain that the boy was not leav-
ing his paper with any degree of regu-
larity. Investigation proved that he
was not a subscriber to the paper,
but often stopped the boy and beg-
ged him out of any extra paper he
might have along with him. The boy
had been shy of extras for the few
days previous to the making of the
complaint. In short, they are all an-
xious to see the News and miss its
daily visits.

Congressman C. D. Carter has our
thanks for a copy of the congres-
sional directory. It is a valuable vol-
ume for reference and replete with
information concerning congress and
its members.

Lorimer Will Lose Job.

Washington, Jan. 11.—It now ap-
pears certain that the senate, in re-
sponse to a wave of indignation that
is manifested throughout the coun-
try, will speedily eliminate Senator
Lorimer, but the only member of Con-
gress who voted twice in favor of the
Payne-Aldrich bill, once as a mem-
ber of the house and once as a mem-
ber of the senate, will not be expelled.
He will simply lose his job
through the senate declaring his elec-
tion invalid by reason of corruption.
This appears to be assured, regard-
less of whether it will take a two-
thirds vote or a majority vote to ac-
complish it. A republican senator de-
clared today that the country will be
surprised at the number of regular
republicans who will vote for the re-
solution which is to eliminate Lorimer.

Only three democrats, Taliferro,
Bankhead and Tillman, in addition
to Bailey, Paynter, Johnson and
Fletcher, who signed the Lorimer ex-
oneration report, will vote to sus-
tain the whitewash. It also became
evident that such old senate leaders
as Hale want the senate to dispose of
the case speedily, so as not to de-
lay the appropriation and other ne-
cessary bills that must be passed in
the short time remaining of this ses-
sion.

What Prof. Gould Found.

On his way home from Pittsburg
and Washington, where he had gone
to attend a meeting of certain scien-
tific societies and boost for Oklahoma,
Professor Gould, state geologist, was
talking to a friend yesterday at the
Lee-Huckins hotel.

"I tell you," he said, Oklahoma is
the best advertised state in the coun-
try. Everywhere I go people are talk-
ing about us. Some of their ideas are
all wrong, of course, but at the same
time the general impression is preva-
lent that Oklahoma is a state with
many resources.

The people in the east are not al-
ways sure just where Oklahoma is
located. One lady wanted to know if
I had met her nephew, who had a
fruit farm in the Willamette valley,
and an old gentleman who had just
bought a mortgage on a farm in Cus-
ter county wanted to know if I knew
the farm. I assured him that all Ok-
lahoma mortgages were good stuff.

"I was introduced to a certain
professor of geology of Harvard. 'Oh,
yes!' he said, 'Gould of Oklahoma—
let me see—Oklahoma. Yes, Yes! Why
we have some of your high school
boys in our department at Harvard.'
'So?' I said. 'From what town do they
come?' 'Oh, from Winnipeg,' said he.
I thought this a little too much even
for Harvard. To my certain knowledge
this man has been in Europe a dozen
times, as well as in South America
and Japan, but he couldn't distinguish
between Manitoba and Okla-
homa.

"Capital is looking more and more
to Oklahoma for investment. A few
years ago the eastern investor looked
askance at us, wondering what man-
ner of people we were, but that day
is about past. The times are ripe
for a great influx of eastern capital
into this state. It's up to the people
of the state to get busy and go after
it."

University Geologists are Honored.
Professors C. N. Gould and D. W.
Ohern, of the department of geology
of the University of Oklahoma, at-
tended the annual meeting of the
Geological Society of America, held
in Pittsburg, Pa., last week. L. H.
Ohern read a paper which was much
commented upon by the scientists
present and brought its author num-
berless congratulations. Dr. Gould al-
so attended the national convention
of the Association of state geologists
of which he is a member by virtue of
his position as state geologist of Ok-
lahoma. He read a paper dealing with
local geology before that body. Pro-
fessor Gould went from Pittsburg to
Washington where he is endeavoring
to arrange for better co-operation be-
tween the Oklahoma and Federal geo-
logical surveys. The matter is one of
unusual importance to the state and
it is to be hoped that his mission
will be successful. Chas. T. Kirk and
Chester A. Reeds, former Oklahomans
and graduates of the university of
this state, who are now professors of
Geology at the university of Mont-
ana and Bryn Mawr college respec-
tively, represented their institutions
at the meetings of the Geological So-
ciety of America.

Morris Wins Another Fight.

Bartlesville, Ok., Jan. 11.—Carl
Morris of Sapulpa, Ok., knocked out
Spike Kennedy of Kansas City in the
second round of what was to have
been a fifteen round contest tonight.
Morris had the fight won in the first
round, but the bell saved Kennedy,
who protected himself and tried to
stay. He was no match for Morris at
any time.

HAIR HEALTH.

If You Have Scalp or Hair Trouble,
Take Advantage of this Offer.

We could not afford to so strongly
endorse Rexall "93" Hair Tonic and
continue to sell it as we do, if we
were not certain that it would do all
we claim it will. Should our enthu-
siasm carry us away and Rexall "93"
Hair Tonic not give entire satisfaction
to the users, they would lose faith
in us and our statements, and in con-
sequence our business prestige would
suffer.

Therefore, when we assure you that
if your hair is beginning to unnatu-
rally fall out or if you have any scalp
trouble, Rexall "93" Hair Tonic will
promptly eradicate dandruff, stimu-
late hair growth and prevent prema-
ture baldness, you may rest assured
that we know what we are talking
about.

Rexall "93" Hair Tonic is vastly
different from other similar prepara-
tions. We believe that it will do
more than any other human agency
toward restoring hair growth and
hair health. It is not greasy and will
not gum the scalp or hair or cause
permanent stain. It is as pleasant to
use as pure cold water.

Our faith in Rexall "93" Hair Tonic
is so strong that we ask you to
try it on our positive guarantee that
your money will be cheerfully re-
funded without question or quibble if
it does not do as we claim. Certainly
we can offer no stronger argument.
It comes in two sizes, prices 50
cents and \$1.00. Remember you can
obtain it only at our store—The Rex-
all Store. The Gwin & Mays Drug Co.

\$30,000 Damage of Hobart Fire.

Hobart, Okla., Jan. 12.—Estimates
of the amount of damage done by a
fire here vary between \$25,000 and
\$30,000. The blaze started in a butch-
er shop early in the morning and de-
vastated half of a whole block, tak-
ing business buildings and their con-
tents. A pool hall, restaurant, gro-
cery store, meat market, hotel, and
several other buildings were burned.
The prevailing opinion is that the fire
was of incendiary origin.

Damage of \$7,000 by Cotton Fire.

Mangum, Okla., Jan. 12.—More than
\$7,000 damage resulted here from a
fire, here, catching in some unknown
way, burned 225 bales of cotton near
the Rock Island tracks. The fire burned
more than two days, a high wind
fanning it all the time.

30,000,000-CUBIC-FOOT GASSEER.

One of the Biggest Wells in Okla-
homa Brought in at Beggs—Second
Gasser Near Checotah.

Muskogee, Ok., Jan. 12.—One of the
biggest gas wells in Oklahoma was
brought in at Beggs, Ok., near here,
by the Caney River Gas company. It
has a capacity of 30,000,000 cubic feet
daily. A second gasser was brought
in today near Checotah.

Read our ad on front page. The
Ladies' Specialty Store. 236-dtf

The party who holds the ticket
1442 will get the Graphophone by pre-
sented the ticket at M. Levin's Fur-
niture Store not later than Saturday
the 14th of 1911. 237-4td-40-1tw

Advertising Talks

KEEP AT IT, SAYS CHALMERS

Business Success Depends on Consis-
tency and Thoroughness and
Eye to Future.

Hugh Chalmers of Detroit, the man
who quit a \$72,000 a year job to enter
the automobile manufacturing busi-
ness and made good, told the Omaha
Ad club at a banquet in that city the
other evening of "The Principles of
Business Success."

"It is easier to make goods than to
sell them," said Mr. Chalmers, so the
principles of business success, as far
as his mind was concerned, are in-
volved in successful salesmanship.
Advertising and the personality of the
salesman were the two points empha-
sized.

"Advertising and publicity are the
two greatest builders of confidence
known to the business man," he said.
"A salesman can talk to only one or
two people at the same time, so it
might properly be said that salesman-
ship applies only to the individual,
while advertising reaches the public
as well, because by advertising you
can reach hundreds and thousands
and millions of people, while the sales-
man can reach only one or two at a
time.

"Keep everlastingly at it. If I were
dead sure that we had all our 1910
output sold and clear up to 1912, I
would not spend a dollar less in ad-
vertising. My being in business is not
confined only to the time up to 1912,
and I am a firm believer in keeping
oversold. You have to deal with hu-
man nature, and it has always wanted
and always will want those things
which are hardest to get.

"You shut off the source of supply
when you stop advertising. You must
send the best possible appeal to a
million minds and you must keep on
appealing."

As for the salesman, Mr. Chalmers
said the first essential was health, and
the others, honesty, initiative, thor-
ough knowledge of his business, tact,
industry, sincerity, a mind receptive
to suggestion, and enthusiasm.

"One thing has always helped me
in my business," Mr. Chalmers said
in closing. "I make it a point to keep
before me the ten most important
things I have to do. Every morning
my stenographer has on my desk the
ten most important things which I
must attend to."

HOW HOMER ARRIVED.

When Homer first set out to write,
His modesty was such
That, though his stuff was pretty good,
It never caught on much.
He said one day a friend remarked:
"Old man, if you are wise,
You'll drop this shrinking violet style
And start to advertise."

He took the tip. . . The Argos Mail
Next week came out with this:

OLYMPIC GAMES.
WHAT HOMER THINKS.
EXCLUSIVE CHAT. (DON'T MISS.)

He gave his views on every point
That vexed the Grecian mind:
His name each morning in the press
You never failed to find.

So when the Odyssey appeared,
It sold like anything.
The Spartan serial rights brought in
The ransom of a king.
And Homer, fingering his cheeks,
Went out and slew it's said,
Two oxen to the God of Booms
Before he went to bed.

—London Globe.

The Advertising Argument.

Argumentative advertising produces
the largest volume in the total of a
year's business, provided the distribu-
tion of the article advertised has
been thoroughly made.

Let the argument be as strong and
conclusive as possible, using illustra-
tions, whenever in good taste.

Selling goods by advertising is de-
pendent on your ability to influence
the judgment of the reader in your
favor; and, to do this successfully, the
reader must feel that he has full op-
portunity for the exercise of his own
judgment, even though his decision
has unconsciously been brought about
by the persuasive and logical charac-
ter of your advertisement.—Frank A.
Arnold in Suburban Life.

Advertising That Pays.

It is almost invariably the case that
an advertiser will come back to the
newspaper after he has tried every
other medium. From the smallest to
the greatest, the advertisers are find-
ing out that the newspaper which
goes into the home day after day and
becomes in reality a member of the
household, is the only medium which
reaches and catches the attention of
all classes.

A good ad makes the best
salesman.

Narrow-Minded Policy.

Here's a merchant who says, the
moment his sales percentage stub-
bles: "I must cut down my advertis-
ing."

Would this same merchant take in
his sign the moment it begins to rain?

GOOD PRINTING

Is a Persistent Influence Ex- erted In Your Behalf!

Every bit of printing that goes out to serve you
makes some kind of an impression. Poor print-
ing will leave a poor impression of its user as
surely as would poor clothes, a poor store or
shop or office. GOOD PRINTING will
leave upon every mind an impression wholly
favorable of its user.

Even if but one in a thousand of these "impres-
sions" really tips the scales for business, for or-
ders, for you—Good Printing will have thus
paid for itself.

You can get it at this office—whether you want
a little of it, or a great deal. Work Guaranteed.

News Publishing and Printing Co.

"WANT ADVERTISING" WILL
SERVE YOU!

In a hundred ways. One of them
is in finding your "probable"
buyers when you want to sell
anything—introducing you to a
majority of the people whose
desire is to buy such property
as yours may be as great as
your wish to sell.

ATTENTION TO ALL

Who use fire to cook and
warm by. Come to the
Lowry barber shop and see
the Challenge Oil Burner.
The best on earth, saves 50
per cent on fuel bills. North
side Main street.

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Legal Publications

SHERIFF'S SALE OF PERSONAL
PROPERTY, SOLD UNDER EX-
ECUTION.

Notice is hereby given that in pur-
suance of an execution issued out of
the District Court of Pontotoc
county, Oklahoma, inaction where-
in J. A. Austin is plaintiff and Abe
Buttram and Sam Lane are defend-
ants, directing me, the undersigned
sheriff of Pontotoc county, Okla-
homa, to levy upon, appraise and sell
the following described property, to-
wit: All of lot Five in Block Five
in Capitol Hill Addition and situat-
ed thereon one five room frame
house, one barn, one storm cellar, all
appraised at \$2500.00, in the city of
Ada, Pontotoc county, Oklahoma, to
satisfy a judgment and decree of ex-
ecution issued out of the District
Court of Pontotoc county, Okla-
homa, in favor of said plaintiff and
against said defendant, obtained and
made in said court on the 12th day
of October, 1910, for the sum of
\$415.00 and for the further sum of
\$37.20 as costs with interest on the
\$415.00 at the rate of 6 per cent per
annum from date of said judgment
and of further sum of \$1.25 as ac-
crued costs and clerk's accruing costs
of \$10.00 and all other costs that
may accrue.

I will on the 13th day of January,
1911, at the hour of 2 o'clock P. M.
on said day and date at the front
door of the Court House in the city
of Ada, Pontotoc county, Oklahoma,
offer for sale and sell, for cash, to
the highest and best bidder all of
the above described property, or so
much thereof as will satisfy said
judgment with all costs and interest.
Witness my hand this 10th day of
December, 1910.

T. J. SMITH,
Sheriff of Pontotoc Co., Ok.
By A. L. Miles, Undersheriff.
211-dtf—1st Pub. Dec. 10.

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At the front over Oklahoma State
Bank, Ada, Okla.

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that she feared their son was contracting bad habits at school. Dad re-
plied that he thought the boy was expanding them. Anyway, the boy
had one habit that was not bad. He tried our

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and it was so good he got a habit of dropping in every evening for
this delicious drink at our soda fountain. The old man said he didn't
object to this—to drink all the hot soda he wanted. Try it yourself.
If you don't like it—we leave it to you—don't pay for it.

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